

# News Release

## Digitally driven: How Hyundai Motor will attract Generation IONIQ

- First car with three electrified powertrains: IONIQ Hybrid and IONIQ Electric available at car dealers across Europe from autumn 2016 onwards; IONIQ Plug-in follows next year
- The IONIQ launch campaign is based on a data-driven storytelling approach and advanced segmentation, focusing on emotional videos and a set of tools for the target audience Generation IONIQ, gathered in the IONIQ Digital Hub
- The Digital Hub is complemented by the new IONIQ 3D App, allowing customers to digitally explore IONIQ from the outside and inside by using augmented reality technology

October 24, 2016 – The time for democratising electrified mobility in Europe has come. From autumn 2016, the IONIQ Hybrid and IONIQ Electric will be available at car dealers around Europe. The third powertrain model, the IONIQ Plug-in, will follow next year. The All-New Hyundai IONIQ is the first car in the world to offer buyers a choice of three electrified powertrains. The digital marketing strategy for the IONIQ is equally exceptional, tailored at a new customer segment.

“For the first time, Hyundai Motor is launching a new model across Europe primarily via digital channels and video content,” says Jochen Sengpiehl, Vice President Marketing at Hyundai Motor Europe. “The launch of the IONIQ is a paradigm shift for the industry. Never before has a carmaker focused so intensively on the effect of digital media. With this approach, we are targeting a new customer segment with a shared mindset and attitude – we call them Generation IONIQ.”

### **Generation IONIQ is not about age groups, income or education levels**

Generation IONIQ is defined by autonomous, environmentally aware urban consumers, irrespective of age, gender and social status. The concept blows apart established target group clusters: it is not about age groups, income or education levels; belonging to Generation IONIQ is a matter of values, experiences, opinions – in short, of attitude.

### **The centre of brand storytelling and customer communication – IONIQ Digital Hub**

At the heart of Hyundai Motor's campaign for the IONIQ is a fully integrated platform developed and consistently orchestrated in close collaboration with top digital agency Razorfish, as well as Facebook and Google. The IONIQ Digital Hub bundles all relevant content about the vehicle, tailored to the target audience by advanced segmentation and data-driven storytelling based on customer interests. The approach for example revealed that people interested in hybrid vehicles are almost three times more likely to be cycling enthusiasts as well.

The hub features testimonials representing Generation IONIQ, explaining the values, opinions and needs of potential customers. Individual stories, associated with the different drive systems, are the emotional bridge to the audience and address uncertainties on electrified mobility like questions about driving range and vehicle charging. The testimonials were selected corresponding to attitudes customers might hold.

Emotional videos engage visitors while a simple, transparent comparison tool helps to quickly compare IONIQ to key competitors. On top of these features, the digital hub will include a simple model selector tool to help consumers understand the benefits of each powertrain to fit their needs best.

The IONIQ Digital Hub is optimised for different devices – smartphone, tablet and PC – and available in English, German, French, Spanish, Dutch, Italian and Norwegian: [www.hyundai-ioniq.com](http://www.hyundai-ioniq.com).

### **The new Hyundai IONIQ Augmented Reality App**

The digital hub is complemented by the new IONIQ 3D App, available for iOS and Android. To become familiar with the technology and features, customers can digitally explore the three electrified models from the outside and the inside by using augmented reality technology. For example, they can scan a brochure cover with their smartphone and a 3D model of the real Hyundai IONIQ appears. They can interact with it, turn it, zoom in for a closer look at the components and can even get into the interior to explore it in 360 degrees. The app moreover allows adding colours, exploring the IONIQ's features in detail and explains customers through animations how each powertrain works.

### **Frankfurt, Oslo, Amsterdam and Milan – The Generation IONIQ Tour**

In addition, the digitally-driven concept creates a link to the real world. From late August until early November 2016 the Generation IONIQ Tour is visiting Frankfurt, Oslo, Amsterdam and Milan. In each city, potential customers have an opportunity to test-drive the IONIQ Hybrid and IONIQ Electric. In the Q-shaped pavilion visitors are acquainted with the car by means of augmented reality, an integration of computer-based content into reality. An app provides additional information about the details of the car. Viewed through virtual reality glasses, the IONIQ can be seen in a 360° video. A further highlight is the digital wish wall, enabling visitors to express their wishes for the future and share the video link with friends via the social networks.

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### **About Hyundai Motor Europe**

In 2015, Hyundai Motor achieved registrations of 470,130 vehicles in Europe – an increase of 10.9% compared to 2014 – and replaced 80% of its model line-up to create the youngest car range in Europe. 90% of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories in the Czech Republic and Turkey, which have a combined annual capacity of 500,000 units. Hyundai Motor sells cars in 31 European countries through 2,500 outlets.

Hyundai Motor offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at [www.hyundai.news/eu](http://www.hyundai.news/eu).  
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